

**Amendments to the Claims:**

This listing of the claims will replace all prior versions, and listings of claims in the application:

**Listing of Claims:**

1-41. (Canceled)

42. (Currently amended) A method for customizing a graphical user interface of a digital camera for a particular user, comprising:

(a) providing customization software executed external to the digital camera which provides a simulation of the graphical user interface of the digital camera on a display device separate from the digital camera, the graphical user interface of the digital camera comprising an image display for displaying a plurality of icons, actuation of a given one of the displayed icons initiating a corresponding function in the digital camera;

(b) in response to input from the particular user, modifying the simulation of the graphical user interface to customize the graphical user interface for the particular user, the customization software permitting selection of one of a plurality of different actuatable versions of at least the given icon, the input from the user comprising a selection of a particular one of the different actuatable versions of the given icon for use on the image display of the graphical user interface of the digital camera;

(c) configuring firmware to provide the customized graphical user interface; and

(d) storing the configured firmware in the digital camera to thereby customize the graphical user interface of the digital camera.

43. (Previously presented) The method according to claim 42 wherein the customization software is provided on a computer program product.

44. (Previously presented) The method according to claim 42 wherein the customization software is provided by a Network Service Provider.

45. (Previously presented) The method according to claim 42 wherein the simulation of the graphical user interface is provided using a host computer.

46. (Previously presented) The method according to claim 45 wherein the host computer is provided in a retail establishment.

47. (Previously presented) The method according to claim 42 wherein the digital camera includes a removable memory card, and wherein the configured firmware is stored on the removable memory card.

48. (Previously presented) The method of claim 42 wherein the digital camera further includes a processor, and wherein the configured firmware is executed by the processor to control the operation of the digital camera.

49. (Previously presented) A digital camera including a graphical user interface configured according to the method of claim 42.

50. (Previously presented) At least one computer program product having the customization software stored thereon for performing the method according to claim 42.

51. (Previously presented) The method of claim 42 further including enabling the user to select at least one desired camera feature, wherein the at least one desired camera feature that can be selected by the user includes monochrome effects, sepia effects, or special effects filters.

52. (Previously presented) The method of claim 42 further including enabling the user to select at least one desired camera feature, wherein the at least one

desired camera feature that can be selected by the user includes particular tone or color adjustments, or sharpness adjustments.

53. (Currently amended) A method for customizing at least one feature and the graphical user interface of a digital camera for at least one user, the method comprising:

(a) providing customization software executed external to the digital camera which can enable a user to select at least one desired camera feature from a plurality of different selectable camera features;

(b) displaying a list of the selectable camera features;

(c) enabling the user to select at least one desired camera feature from the displayed list of camera features;

(d) in response to the selection by the user, providing a simulation of a customized graphical user interface for a customized digital camera, ~~the customize~~ customized graphical user interface enabling the user to activate ~~the~~ at least one user selected camera feature, the simulation being provided on a display device separate from the digital camera, the customized graphical user interface of the digital camera comprising an image display for displaying information associated with the selected camera feature, the selection by the user further comprising a selection of a particular one of a plurality of different available versions of the displayed information, associated with the selected camera feature, for use on the image display of the customized graphical user interface of the digital camera;

(e) configuring firmware to provide the desired camera feature and the customized graphical user interface; and

(f) storing the configured firmware in the digital camera to thereby customize the digital camera.

54. (Previously presented) The method according to claim 53 wherein the customization software is provided on a computer program product.

55. (Previously presented) The method according to claim 53 wherein the customization software is provided by a Network Service Provider.

56. (Previously presented) The method according to claim 53 wherein the simulation of the graphical user interface is provided using a host computer.

57. (Previously presented) The method according to claim 56 wherein the host computer is provided in a retail establishment.

58. (Previously presented) The method according to claim 53 wherein the digital camera includes a removable memory card, and wherein the configured firmware is stored on the removable memory card.

59. (Previously presented) The method of claim 53 wherein the digital camera further includes a processor, and wherein the configured firmware is executed by the processor to control the operation of the digital camera.

60. (Previously presented) A digital camera including a graphical user interface configured according to the method of claim 53.

61. (Previously presented) At least one computer program product having the customization software stored thereon for performing the method according to claim 53.

62. (Previously presented) The method of claim 53 further including enabling the user to select at least one desired camera feature, wherein the at least one desired camera feature that can be selected by the user includes monochrome effects, sepia effects, or special effects filters.

63. (Previously presented) The method of claim 53 further including enabling the user to select at least one desired camera feature, wherein the at least one desired camera feature that can be selected by the user includes particular tone or color adjustments, or sharpness adjustments.

64. (Previously presented) The method of claim 53 further including the user providing a payment identifier specifying an account to be debited to pay for the at least one selected feature.

65. (Previously presented) The method according to claim 64 wherein the account is a credit card account and the payment identifier is information provided from the credit card.